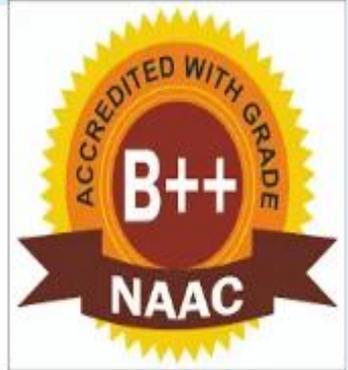




NAVAJYOTHI
COLLEGE CHERUPUZHA

Run by CST Fathers

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DEPARTMENT OF MANAGEMENT STUDIES



ACADEMIC REPORT

2022-2023



The Prelude:

The Department of Management Studies, Navajyothi College, Cherupuzha, is one of the college's thriving and historically significant departments. It could claim a twelve-year track record of achievements.

Vision :

‘Career Growth through Business Education’

Mission:

1. To enable young men and women pro-industry,
2. To impart leadership qualities and social responsibility.

About Us:

The Department comprises four staff and 70 students during the academic year 2022-2023. In the first semester, there were 23 students enrolled. Mr. Shijo Jose Headed the department, and Mrs. Therese V Roy, Mrs. Nithya KK, and Ms. Licin Elizabeth Mathew were appointed as Mentors for the third, second, and first-year students respectively.

Academic Chronicle:

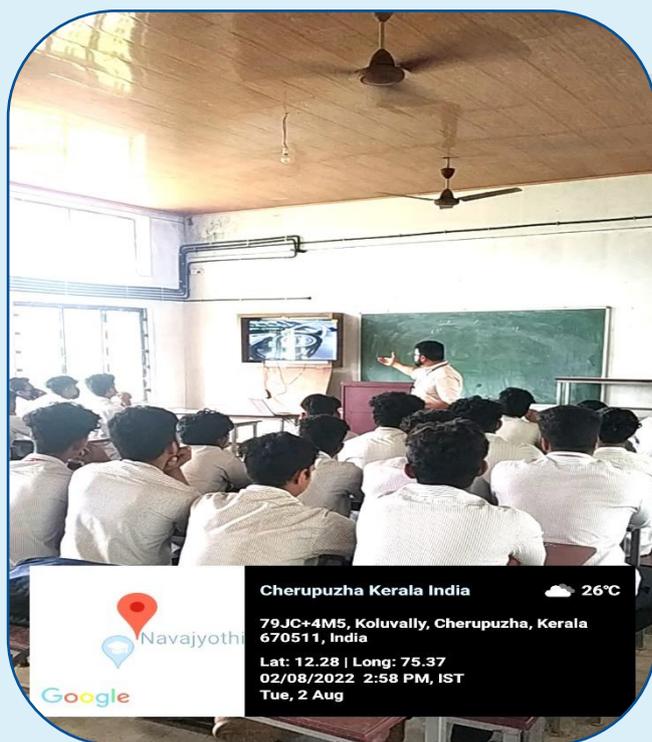


The motto of the department is the exclusive growth of all students both mentally and intellectually. The aim is to transform them to undertake and solve all challenges that may be encountered in their career, especially in the managerial decision-making process. Based on the syllabus designed by Kannur University for BBA students, the department strives to get the students a high score in university examinations. The timely completion of the syllabus, test papers (LEAP), seminars, assignments, Internal Examinations, and Model Examinations, are being conducted from time to time for uplifting the academics of each student. An effective mentoring system has been established in the department for the individual care of each student which is beneficial in many aspects. The department staff council is convened once a month during which an evaluation is conducted based on the curriculum plan, department academic calendar, and course unit outcome. The minutes of the meeting is being recorded with major resolutions including an action plan.

Course Induction Programme (IGNITION)

There is a conventional practice in the department to debut each semester with an induction program. The V semester orientation was conducted on 16/06/2022 Thursday at 9.30 AM. It was presided over by Rev. Dr. John Kochupurackal- The Manager. The Induction program for the III

semester was organized on 07/07/2022. Dr. Aravindan M (Principal), Rev. Fr. Sijoy Paul (Campus Director), and Mr. Shijo Jose (HOD) addressed the students. The faculties narrated the pedagogy and the courses.



Certificate Courses:

Due to the increase in competition in finding a better career, getting a Certification Course has become necessary for a student to stand ahead among others. The department designed and availed two certification courses for V and III semester students. The title of the courses is '**Building Wellness- the Causes and Cure of lifestyle diseases**' and '**Better Health for Better Life**'. All the students enrolled in the programme and certificates were issued to all who

succeeded in the final test. Management Studies Course Certification Ceremony (MASCC 2022) was organized to award the certificates to winners. Miss. Therese V Roy Was the event coordinator and Mr. Shijo Jose was the course instructor.



Freshers' Day Celebration (NEO FIESTA)

The Department of Management Studies cordially welcomed the newcomers on 19/10/2022. The ceremony started at 2 PM. The senior students with immense pleasure shared their experiences

in the college and offered their wholehearted support to the junior students. Sweets were served to everyone at the gathering.

Management Exhibition:

The Department of Management Studies, under the aegis of The Alpha Management Club, organized a one-day exhibition program on 12/19/2022 at the department exhibition hall. All the

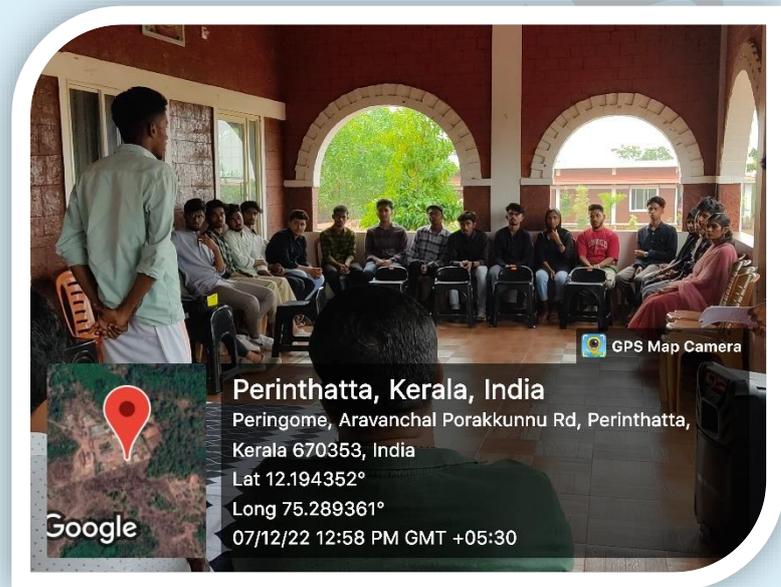


students from the department cordially took part to create multi-dimensional displays, simulations, and proto-types pertaining to the business arena. The exhibition was very informative and spectacular, it turned out a grand success and got a remarkable appreciation during the NAAC peer team visit.

Outreach programs:

Dare to say 'NO'

Excessive drinking and the deadly usage of drugs among students are increasing tremendously. The college campus is also not free from these evils. The department organized an outreach program on 07/012/2022 at Max Mind Rehab Centre -a unique center for psycho-social rehabilitation of psychiatric disabilities- situated in Aravanchal, Kannur district, for first-year BBA students. Four faculty members together with Rev. Dr. John Kochupurackal, and Fr. Jyothis Sebastian, also joined the program. The motto of the program was to make the students aware of the upsets and consequences caused by the usage of drugs. Max mind authorities received the group amiably with a welcoming ceremony followed by the speech of counsellors and survivors. Drug usage and the post-life of drug addicts were shared by three survivors, which enriched the students to decide to say 'no to drugs.' The program ended with an oath, proclaiming no to drugs, by both faculty and students.



Research methodology:

SHODH

The Department of Management Studies in association with 'Gaveshana Cell' organised a research methodology class on 15/12/2022 at the seminar hall at 9.30 AM for both students and faculty members. The intention of the programme was capable the students to complete the project work and viva-voce examination successfully, conducted by the university in the sixth semester. Dr. Santhosh P, Assistant Professor, Payyannur College Payyannur,

was the resource person. The seminar was equally comprehensible both for students and staff who undertake research.

Inter-department Management Fest (VIPAS)

The Management Club- ALPHA successfully organized 'VIPAS' – an inter-department management fest on 04/11/2022. VIPAS was a bunch of three management games viz; Tejas- Product selling, Sakthi- Logo making and advertisement competition and, Jana- Business Quiz. Seven teams participated in the Meet; one team comprised four members. The winners were awarded cash prizes.



Industry visit

The IV semester students made an industry visit on 08/03/2023 to Wayanad Agro Movement Tea Factory (WAM TEA), Karumani, Wayanad, for the partial fulfilment of the BBA programme. Eighteen students and three faculty members were in the group. The students collected the relevant data and drafted and submitted the Visit Report to the HOD on time.



Study Tour

The final-year students as part of their study tour visited Munnar and Marayur in the Idukki district in the second half of January 2023. The captain of the team was Rev. Fr. Jyothis Sebastian. The team consisted of 28 students and two faculties.

Sports and Arts.

Every year Navajyothi College celebrates sports and arts days with great jubilation. The sports day for the year was celebrated on 22/02/2023 and arts day on 13/02/2023. Many students from the department were the contestants in the events, and Mr. Athul Krishnan and Miss. Mufeda A from first-year BBA has become the individual champion in the sports meet. Mr. Roshan Thomas-the student in final year BBA- had nominated and participated in the National Integration Camp jointly organized by the Department of Youth Empowerment and Sports, Government of Karnataka, NSS Regional Directorate, Bengaluru, and



Rajeev Gandhi University of Health and Science. He was also selected as one of the best volunteers at Kannur University.

Day Celebrations:

Kerala festival Onam, Christmas, New Year, National importance days... etc were celebrated unanimously by both students and staff.

Best practices:



1. Pen Friend: The protection of the environment is one of the fundamental responsibilities of the citizen in a nation. On every college campus, the most decomposable solid waste is used pens, and when they throw away into the soil, the soil may be contaminated. As a solution, the department collects the pens in boxes and handover the same to 'Haritha Karma Sena'

2. KMAT COACHING:

The purpose of KMAT (Kerala Management Aptitude Test) coaching is to prepare students for the KMAT examination, which is conducted for admission to various management programs in the state of Kerala, India. KMAT coaching helps students enhance their knowledge, skills, and test-taking abilities, thereby increasing their chances of performing well in the exam. The department arranged coaching classes for MBA aspirants.



The Award is given by the institution to the department for teamwork in the NAAC accreditation process.
